

PRODUCT EVALUATION
Overall reactions.

Expectations - How compares to what you thought product would be like. How differs.

Now that you have tried Raffles, how would you compare it to your regular brand?

Much better than regular brand. . . . ()
Slightly better ()
About the same. ()
Slightly worse. ()
Much worse than regular brand ()

Again, now that you have tried Raffles, how likely would you be to buy it if it were available where you shop?

Definitely buy it ()
Probably buy it ()
Might or might not buy it ()
Probably not buy it ()
Definitely not buy it ()

Why?

If you had the chance to tell the manufacturer how they could improve the product, what would you tell them.

Considering everything about Raffles, that is, thinking about the ad, the pack, the name and the cigarette itself, which statement best describes your opinion (HAND CARD #3)

Raffles is superior, it stands out
over other menthol brands ()
Raffles is slightly above the average
menthol brand ()
Raffles is O.K., there's nothing
special about it. ()
Raffles is slightly below the
average menthol brand ()
Raffles is inferior, it's not as good
as other menthol brands ()

Summary of interview.

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